



WXYZ

# ORDER

Print Date 09/07/12

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Flight Dates **10/01/12-10/07/12**

Contract / Revision      **303426 /**

Original Date / Revision  
06/29/12    09/07/12

Advertiser **The People Should Decide C**

Agency    **Smart Media Group**

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Product

**The People Should Decide | Detroit**

Agency Com    15%

Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **C01C07**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS Ballot

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 38%    Market Value 154868

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	14%	21681
WDWB	%	0
WJBK	30%	46460
WKBD	4%	6194
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	14%	21681

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	59	\$50,022.50	\$58,850.00	0.00	10/01/12	10/07/12	59	\$50,022.50	\$58,850.00
<b>Totals</b>	<b>59</b>	<b>\$50,022.50</b>	<b>\$58,850.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/01/12	10/07/12	M-F 9a-10a Live With Kelly	CM	9-10am M-F	1-1-1--	:30	3	\$500.00	P-4	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	1-1-1--		3		\$500.00		0.00				
N 2	WXYZ	10/01/12	10/07/12	M-F 10a-11a Doctors	CM	10-11am M-F	-111---	:30	3	\$400.00	P-4	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-111---		3		\$400.00		0.00				
N 3	WXYZ	10/01/12	10/07/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00 NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Print Date: 09/07/12

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Contract / Revision **303426** Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 09/07/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C01C07**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/01/12	10/07/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1--11--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1--11--					3	\$750.00		0.00			
N 4	WXYZ	10/01/12	10/07/12	12p Noon News Action News Midday	CM	12-1pm M-F	-11----	:30	2	\$500.00	P-4	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-11----					2	\$500.00		0.00			
N 5	WXYZ	10/01/12	10/07/12	430 AM News 7 Action News This Morni	CM	430a-5a	1-1-1--	:30	3	\$150.00	P-4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-1-1--					3	\$150.00		0.00			
N 6	WXYZ	10/01/12	10/07/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--					5	\$400.00		0.00			
N 7	WXYZ	10/01/12	10/07/12	GMA M-F 7-9am GMA	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--					5	\$900.00		0.00			
N 8	WXYZ	10/01/12	10/07/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----1-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$250.00		0.00			
N 9	WXYZ	10/01/12	10/07/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----1-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$350.00		0.00			
N 10	WXYZ	10/01/12	10/07/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----1-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-					1	\$350.00		0.00			
N 11	WXYZ	10/01/12	10/07/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----1	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$350.00		0.00			
N 12	WXYZ	10/01/12	10/07/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----1	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1					1	\$350.00		0.00			
N 13	WXYZ	10/01/12	10/07/12	5p News Action News 5p	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--					5	\$1,000.00		0.00			
N 14	WXYZ	10/01/12	10/07/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--					5	\$1,200.00		0.00			
N 15	WXYZ	10/01/12	10/07/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--					5	\$1,200.00		0.00			



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Contract / Revision **303426** Flight Dates **10/01/12-10/07/12**

Hiatus Dates

Original Date / Revision 06/29/12/ 09/07/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **C01C07**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	10/01/12	10/07/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	11111--		5			\$1,200.00		0.00				
N16	WXYZ	10/01/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----1	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----1		1			\$750.00		0.00				
N17	WXYZ	10/01/12	10/07/12	SA 1130p-1230a Grey's Anatomy	CM	1130pm-1230am	-----1-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----1-		1			\$250.00		0.00				
N18	WXYZ	10/01/12	10/07/12	Sports Update 1130-12n Sports Update	CM	1130pm-12am	-----1	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----1		1			\$550.00		0.00				
N19	WXYZ	10/01/12	10/07/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	1-111-1	:30	5	\$2,000.00	P-4	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	1-111-1		5			\$2,000.00		0.00				
N20	WXYZ	10/01/12	10/07/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-1	1-1-1--	:30	3	\$750.00	P-4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	1-1-1--		3			\$750.00		0.00				
N22	WXYZ	10/01/12	10/07/12	Monday Prime C Castle	CM	10-11pm Monday	1-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	1-----		1			\$5,000.00		0.00				
N23	WXYZ	10/01/12	10/07/12	Sunday Prime A AFHV	CM	7-8pm Sunday	-----1	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----1		1			\$3,000.00		0.00				
N25	WXYZ	10/01/12	10/07/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----1	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----1		1			\$500.00		0.00				
N27	WXYZ	10/01/12	10/07/12	Sunday Prime D 666 Park Ave	CM	10-11pm Sunday	-----1	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	-----1		1			\$5,000.00		0.00				
Totals														59	\$58,850.00